

This listing of claims will replace all prior versions, and listings, of claims in the application.

Listing of Claims:

1. (canceled)
2. (canceled)
3. (canceled)
4. (canceled)
5. (canceled)
6. (canceled)
7. (canceled)
8. (canceled)
9. (canceled)
10. (canceled)
11. (canceled)
12. (canceled)
13. (canceled)
14. (canceled)
15. (canceled)
16. (canceled)
17. (canceled)

18. (currently amended) An online method of supplying contact lenses to a patient, the method comprising the steps of:
 - receiving into an online system ~~an indication of data identifying~~ an authorized reseller;
 - receiving into the online system ~~an indication of~~ a rule to be applied for calculations of a suggested quantity of contact lenses;
 - receiving into the online system from the authorized reseller ~~an indication of~~ a price to charge a consumer for a specific quantity of a particular contact lens;
 - receiving into the online system ~~an indication of data identifying~~ an oculist associated with the authorized reseller;
 - receiving into the online system ~~an indication of~~ a prescription for the patient, associated with for the consumer, to receive the particular contact lens, wherein the prescription is authorized by the oculist associated with the authorized reseller and comprises a lens brand, lens power, a lens diameter and a prescription date;
 - automatically calculating a suggested quantity of contact lenses based upon the lens brand, the prescription date and the rule to be applied to calculations for a suggested quantity of contact lenses;
 - receiving into the online system ~~an indication of~~ an order from the authorized reseller for the consumer for the patient to receive a specific quantity of the particular contact lens;
 - ascertaining that the specific quantity of ordered contact lenses does not exceed the automatically calculated suggested quantity of contact lenses;
 - charging the consumer for the order based upon the price to charge for a specific quantity of a particular contact lens; and
 - generating delivery instructions to ship the particular contact lenses directly to the patient consumer.

19. (currently amended) The method of claim 18, additionally comprises the steps of:

receiving into the online system ~~an indication of data descriptive of~~ a default prescription duration associated with the authorized reseller;

presenting the default prescription period to the authorized reseller for the prescription and receiving an indication of whether the authorized reseller accepts or modifies the default prescription period.

20. (currently amended) The method of claim 18, wherein the prescription date comprises a date the prescription expires and the method additionally comprises the steps of:
 - determining how many days remain until the date the prescription expires;
 - determine how many days the prescribed lens is designed to be worn; and
 - calculating a maximum quantity of lenses that can be ordered, based upon the number of days that remain until the date the prescription expires and the number of days the prescribed lens is designed to be worn.
21. (currently amended) The method of claim 320, additionally comprising the steps of:
 - receiving ~~an indication of~~ a rounding rule to be applied when determining a maximum quantity of lenses that can be included in an order; and
 - rounding out the maximum quantity of lenses that can be ordered according to the rounding rule.
22. (currently amended) The method of claim 18, wherein the method additionally comprises the steps of:
 - receiving into the online system an order date for the order from the consumer;
 - receiving into the online system ~~an indication of~~ special pricing available for one or more products and an indication of a time period for which the ~~discount~~ special pricing will apply;
 - determining if the one or more products comprise the particular contact lens ordered;

determining if the order date is within the time period for which the special pricing is available; and
charging the special pricing for the contact lenses ordered.

23. (currently amended) The method of claim 18, wherein the method additionally comprises the steps of:
 - receiving into the online system ~~an indication of the identification of~~ a patient;
 - receiving into the online system an indication of the identification of an authorized reseller; and
 - generating a notification to the authorized reseller that the patient is included on a list comprising patients awaiting contact lens prescription fulfillment.
24. (currently amended) The method of claim 623 additionally comprising the step of generating an automated notification to the consumer indicating that a prescription for contact lenses for the patient has been entered.
25. (currently amended) The method of claim 18 additionally comprising the steps of:
 - transmitting to the consumer an indication of the suggested quantity of contact lenses and the variables used to calculate the suggested quantity; and
 - receiving into the online system an indication from the consumer of an ordered quantity which is equal to the suggested quantity.
26. (currently amended) The method of claim 625 additionally comprising the step of calculating a schedule indicating when ordered contact lenses will be worn and when they will be discarded.

27. (currently amended) The method of claim 18 additionally comprising the steps of:
 - storing in the online system a record of all prescriptions received that are associated with a specific consumer; and
 - presenting a report indicating two or more of the prescriptions received that are associated with the specific consumer.
28. (currently amended) The method of claim 18 additionally comprising the step of processing payment for the order through a third party clearing house.
29. (currently amended) The method of claim 18 additionally comprising the steps of:
 - transmitting to the consumer a suggested order; and
 - receiving into the online system an indication of an edit to the suggested order.
30. (currently amended) The method of claim 18 additionally comprising the steps of:
 - calculating how long a supply of contact lenses shipped to a patient should last; and
 - automatically generating a reminder email to the consumer indicating that the patient's supply of contact lenses may be getting low.
31. (currently amended) The method of claim 18 additionally comprising the steps of:
 - calculating a date that a prescription for the patient will expire; and
 - automatically generating an email message to the consumer indicating that the prescription will expire on the calculated date.

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32. (currently amended) The method of claim 18 wherein the consumer and the patient are the same person.